

A new look for campus

While many buildings have been constructed, renovated or repurposed on Northern’s campus in the past few decades, the overall look and flow of campus has remained much the same.

As enrollment has grown, technology has expanded and student needs have changed, NMU has been looking at the present and future needs of the physical campus by developing a new campus master plan. A professional planning group, Johnson Johnson and Roy (JJR), has been working closely with committees representing faculty, staff, students, departments and campus organizations and conducted a number of focus group meetings to understand both the current needs and likes/dislikes of the physical campus. JJR also met with representatives of Marquette General Hospital and the City of Marquette to help understand their planning needs as they relate to NMU.

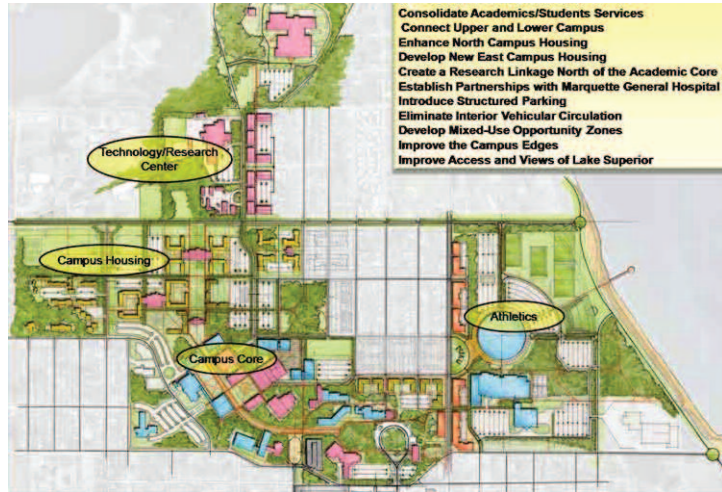
While the plan is still evolving, some ideas include:

- A “greener” campus with parking and roads moved out from the

interior of campus and more green spaces

- More defined campus boundaries using trees and other natural materials
- Better connections between upper and lower campuses and improved pedestrian circulation and access
- A new technology/research partnership zone in the north campus (Jacobetti Center) area
- Improved access to and views of Lake Superior
- Expanded student housing
- A more consolidated academic core

- Consolidate Academics/Students Services
- Connect Upper and Lower Campus
- Enhance North Campus Housing
- Develop New East Campus Housing
- Create a Research Linkage North of the Academic Core
- Establish Partnerships with Marquette General Hospital
- Introduce Structured Parking
- Eliminate Interior Vehicular Circulation
- Develop Mixed-Use Opportunity Zones
- Improve the Campus Edges
- Improve Access and Views of Lake Superior



- A possible student union center
- President Wong has also challenged the campus community to begin defining a “library of the future” for Northern. Wong said the discussion must begin now so that a plan is in place before funding becomes available for the renovation of the Learning Resources Center. “The tradition and power of reading won’t change, but the nature, scope and challenge of managing information in meaningful ways will—it’s doing so already.”

Enrollment dips slightly

Northern Michigan University’s 10th-day enrollment report showed slight increases in the number of first-time, full-time freshmen and in the academic credentials of new freshmen enrolled in baccalaureate programs.

“We’re excited that these numbers are up because recruiting new students has become increasingly competitive,” said Paul Duby, associate vice president for institutional research.

An unexpected dip at the sophomore level has contributed to a decrease in overall student headcount after nine straight years of growth. The preliminary total

enrollment figure of 9,111 is 2.6 percent lower than the 9,353 recorded in 2006.

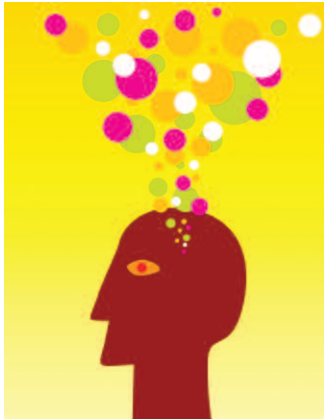
Many of the non-returning freshmen were from Marquette County. About 40-50 of those students were deployed with the National Guard. A wide variety of reasons, mostly non-academic, were given by the other non-returning students.

Of the 1,368 freshmen, almost one-third were recruited from outside Michigan: 169 from Illinois, 135 from Wisconsin and 48 from Minnesota.

The most popular undergraduate programs among incoming students, based on enrollment, are: nursing, art and design, criminal justice and elementary education.

A new competition for NMU students is offering \$10,000 in cash. Sponsored by the College of Business, the New Business Venture Competition is designed to encourage entrepreneurship.

Participants will draw on their own



ideas. The winners will be announced that evening at a gala reception. Awards will be \$4,000 for first place, \$2,500 for second, \$1,500 for third, \$500 for best trade fair presentation and \$500 for best elevator pitch.

What will they think up next?

ideas to create new business enterprises. Students must propose business ventures that will be financially profitable and create new jobs.

After a preliminary screening, in April the finalists will submit detailed business plans and present their ideas in three activities at the University Center. They will showcase their products or services at a trade fair, deliver a 60-second “elevator pitch” to potential investors and finish with a 15-minute presentation to the judging panel of five area business represen-

To further give NMU students an extra edge in the world, a minor in entrepreneurship has been introduced this semester. It’s designed especially for students in non-business majors, so they can be prepared to deal with the financial and marketing functions of, for instance, opening an art gallery, dance studio, research lab or counseling service.

Northern was also a scheduled stop for the Extreme Entrepreneurship Tour, featuring talks and inspiration from America’s top young business gurus.

Students invited to prestigious conference

NMU students Correy Kowall and Brian Krent recently presented a paper at the international Genetic and Evolutionary Computation Conference (GECCO) in London.

“GECCO is the pre-eminent conference in the field of evolutionary computation and has fairly low acceptance rates,” said Jeff Horn, NMU mathematics and computer science professor. “It is unusual for undergraduates to co-author a paper at GECCO and, to the best of my knowledge, unprecedented that undergraduates be the sole authors of a GECCO paper.”

Kowall and Krent are sophomores majoring in computer science. Their paper was titled “A Stimulation of Evolved Autotrophic Reproduction.” The research for the paper was led by Kowall, whose work was sponsored by a Research Experiences for Undergraduates grant through the National Science Foundation.

Northern Notes

Again this year the NMU Collegiate Chapter of the American Marketing Association is offering holiday and note cards designed by NMU students as part of a student-run initiative in which entries were judged and selected. Proceeds from card sales support NMU student organizations.

The holiday cards can be imprinted with a personal greeting, or come with a standard greeting. Sets contain 24 cards with white envelopes and cost \$30. This year’s winning holiday card was designed by Amelia Marschall.

Three different designs are offered for the note cards, which are available in packs of 12 for \$15.

Online orders are accepted through Nov. 14; cards are also available from the NMU Bookstore. More details and order forms are available at www.nmu.edu/greetingcards.

